Farmers Bank's roots grow deep

The roots of The Farmers National Bank grow deep, 65 years of serving and growing. They are proud of their heritage of banking, serving the financial needs of the community.

The Farmers National Bank was organized and opened for business on September 16, 1918 with a capital of $50,000. The late C.W. Hancock was the first president and the late A.R. Harwood, Sr. was first cashier.

The bank's financial resources underwent steady growth during the early years of it operations and the first dividend was declared on common stock in 1922. Alihough the '30s were trying times, the Farmers National Bank pulled through the depression and growth continued.

The first expansion of the bank was in 1946 with the addition of office space and storage. In 1953 the interior of the bank was remodeled and new furniture and fixtures added a new look.

By 1960 the Farmers National Bank had outgrown the original facilities and further expansion was needed. In February of that year, the bank purchased the adjoining post office building as added space. On October 23, 1961 a bank with new and modern facilities opened its doors to customers.

In the early '70s a new shopping center was constructed on the western edge of Appomattox and The Farmers National Bank quickly recognized the need of a financial institution convenient to this area. In September of 1973 the Triangle Plaza Branch of the Farmers National Bank opened its doors and provided banking service in the same tradition as the downtown bank offered.

The downtown bank underwent a change in 1975 when the adjoining building that earlier had housed Inge's Store and the Masonic Lodge Building was purchased and remodeled into new offices and bookkeeping department.

William A. Hunter is President of The Farmers National Bank; James J. Pugh, Jr. is Vice President and Branch Manager and Floyd E. Williams is Assistant Vice President.

The Farmers National Bank, 65 years of a 'hometown bank' serving 'hometown folks'.

Lawson's tradition: solid sales and service

Lawson Ford, Inc., opened its doors in Appomattox County on August 1, 1971. The dealership was purchased from J.S. Grinels, who in turn had obtained the dealership from Herbert Pulliam.

Since beginning business in 1971, Lawson Ford has built a reputation of friendly sales, competent management, and reliable service.

"Mr. Grinels always stressed service," comments Dot Coleman, who has been with Lawson Ford since its inception, and who worked 14 years for Grinels Motor Co. "That tradition has been continued under Lawson Ford," she adds.

Indeed, Lawson Ford does stress service in its dealings with its customers. James Paulette, who has 24 years of experience, is the service manager for Lawson Ford. "We stress quality work in the service department," notes Paulette. "Customer relations are important. We try to keep the customers happy, because that's what brings them back when they are ready to buy a new car."

The Lawson Ford, Inc., service department has received a great deal of recognition from Ford Motor Company for its quality work. Lawson Ford has received eight "Medallion" awards, which are made by Ford Motor Company to a dealership's service department when it reaches a goal established by Ford.

In addition, the Lawson service team has won the Ford Certified Training Program participation award. The award is made to a dealership when it meets certain criteria for continued training of its service personnel.

"Each year, our service technicians participate in Ford's certified training program classes," Paulette points out. "They cover a wide variety of topics," he adds, "ranging from air conditioning to transmissions, virtually all phases of automotive repair."

Shop foreman Johnny Paulette, who has been with the dealership more than 24 years, has consistently been one of the leading Ford automotive technicians in this district, for a number of years, according to the service manager.

The service department at Lawson Ford, which was enlarged in 1973 to accomodate 32 cars, is staffed by 15 skilled workers who specialize in everything from transmissions to body work.

"We can cope with anything that has to do with automotive service," points out James Paulette.

Because Lawson Ford's service personnel realize that quality service is a major contributing factor to increased sales, Lawson Ford's sales team has had excellent success in new and used car sales, even during trying economic times, according to Bill Burke, Lawson Ford's general manager.

"We have a great deal of success in repeat business," says Burke. "And that can be attributed to our service reputation, and to our approach to sales. We don't believe in high pressure sales techniques. Our sales techniques are tailored to fit a rural atmosphere in a rural setting."

Burke adds that "a lot of our first-time customers come here recommended by one of our repeat customers. That's very gratifying."

One indication of the degree of customer satisfaction generated at Lawson Ford can be found in a survey conducted recently by Ford Motor Company among customers of the 274 Ford dealerships in the Washington, D.C. district last year. Lawson Ford ranked 33 out of the 274 dealerships, according to the results of the cusotmer opinion survey, which mea-

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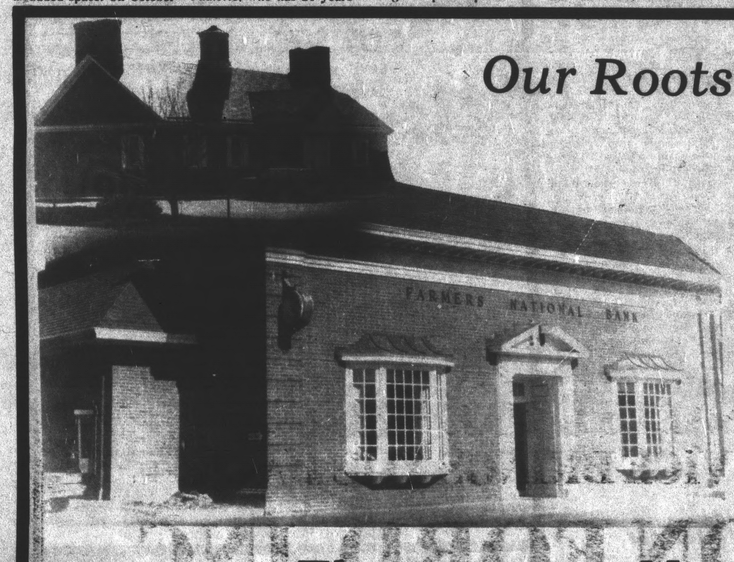


Our Roots Grow Deep

We are proud of our heritage of banking, serving the financial needs of the community.

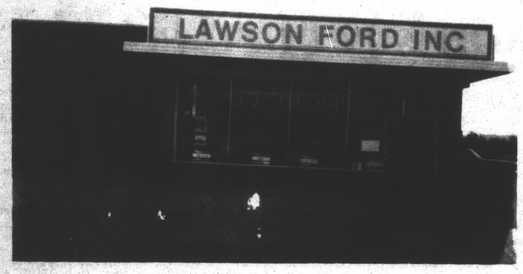
FDIC

The Farmers National Bank

THE ONLY BANK IN APPOMATTOX WITH TWO LOCATIONS TO SERVE YOU
DOWNTOWN — TRIANGLE PLAZA SHOPPING CENTER

A HERITAGE BUILT ON

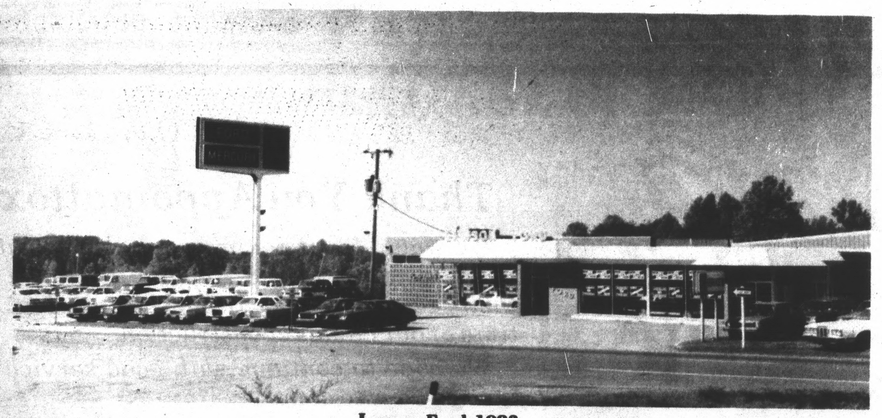
Friendly Sales, Competent Management & Reliable Services



Lawson Ford, August 1, 1970

We at Lawson Ford have built our business around you, the customer. We feel that honest salesmanship, competent management, and reliable service are as important as price when you buy a car of truck from us.

Not only should you receive a good deal in our showroom, but also receive the very best in service.



Lawson Ford, 1983

OUR SALES BRING YOU IN,
OUR SERVICE BRINGS YOU BACK!

LAWSON FORD, INC.

APPOMATTOX, VA.

Phone: 352-8221